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ATTACHMENT 1



City of Santa Barbara
Parks and Recreation Department
Enriching People's Lives

Sponsorship Program and Policy



Judith Cook McCaffrey
Fund Development Manager

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Attachments:

- A: Donor Recognition Program
- B: Sample Sponsorship Agreement
- C: Sample Sponsorship Benefits for Concerts in the Parks Event
- D: Sponsorship Opportunities
- E: Naming Policy
- F: Municipal Code- Sign Ordinance

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1. Purpose and Need

The City of Santa Barbara Parks and Recreation Department's services are primarily funded from the City's General Fund. As General Fund support is on the decline, the Department must actively seek to establish alternate revenue streams to maintain and enhance City of Santa Barbara Parks and Recreation programs, facilities and services. Additional financial resources can also increase the Department's ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the City's General Fund. Like other parks and recreation departments across the nation, the City of Santa Barbara Parks and Recreation Department is pursuing more sophisticated business partnerships with the for-profit sector, in the form of event, program, project, site and vehicle sponsorships.

Sponsorship is not intended to replace other forms of revenue generation but to augment them. These mutually beneficial business agreements provide an important marketing venue for businesses and an opportunity for them to align themselves with the Department's public mission.

The City of Santa Barbara Parks and Recreation Department believes that through mutually beneficial partnerships the overall quality of life in the community can be enhanced, community relationships can be strengthened and efficiencies in time and resources can be achieved. The Department delivers quality, life-enriching activities to the broadest base of the community. This translates to exceptional visibility for sponsors and supporters.

2. Policy Statement

It is the policy of the City of Santa Barbara Parks and Recreation Department to actively seek sponsorships for its events, services, parks and facilities from individuals, foundations, corporations, nonprofit organizations, service clubs and other entities. The purpose of such sponsorship is to increase the Department's ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the City's General Fund.

In appreciation for such support, it is the policy of the City of Santa Barbara Parks and Recreation Department to provide sponsors with suitable acknowledgement of their contributions. All recognition shall adhere to the aesthetic values and purpose of the Department's parks, facilities and services. In addition, such recognition shall not detract from the visitor's experience or expectation, nor shall it impair the visual qualities of the site or be perceived as creating a proprietary interest.

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3. Definitions

Corporate Sponsorship-

Sponsorships are cash or in-kind products and services offered by sponsors with the clear expectation that an obligation is created. The recipient is obliged to return something of value to the sponsor. The value is typically public recognition highlighting the contribution of the sponsor and/or the sponsor's name, logo, message, products or services. The Sponsor usually has clear marketing objectives that they are trying to achieve, including, but not limited to, the ability to drive sales directly based on the sponsorship, and/or quite often, the right to be the exclusive sponsor in a specific category of sales. The arrangement is typically consummated by a letter of agreement or contractual agreement arrangement that details the particulars of the exchange. This policy specifically addresses sponsorships, the process for the procurement of the resources and the benefits provided in return for securing those resources.

Corporate Slogan-

A corporate slogan is a word or phrase that may be attached to a corporate name or logo, i.e. Enriching People's Lives.

Donations and Gifts-

A donation and/or gift comes with no restrictions on how the money or in-kind resources are used, unless specified by the donor. No benefits, other than an official acknowledgement of the donation are provided per the Department's Donor Recognition Program (See attachment A)

In-Kind Sponsorship-

Payment (full or partial) of sponsorship fee in goods or services rather than cash.

Marketing Benefits-

These are opportunities given to the for-profit sponsor to have their branding, products, their name and logo given temporary visibility on City property or materials. The details of those opportunities are specific to each sponsorship, covered by the sponsorship agreement, and must meet City Ordinance and department policies.

Media Sponsor-

TV, radio, print and on-line media that provide either cash or more frequently advertising time or space in exchange for official designation.

Logo-

A logo is a symbol or name that is used to brand an organization.

Park and Recreation Commission- a City Council appointed advisory board that provides guidance to the Director of Parks and Recreation, City Council and other City Departments and City Commissions with respect to park and recreation matters.

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Presenting Sponsor-

The presenting sponsor is that sponsor that has its name presented just below that of the name of the sponsored event or program. In presenting arrangements, the event/program name and the sponsor name are not fully integrated since the word(s) "presents" or "presented by" always comes between. (e.g. Concerts in the Parks presented by Target)

Primary Sponsor or Title Sponsor-

The Primary Sponsor or Title Sponsor is the sponsor paying the largest fee and receiving the most prominent identification. This sponsor has its name incorporated into the name of the sponsored event, program or facility. (e.g. Target Concerts in the Parks) Both terms can be used interchangeably.

Sponsorship-

Sponsorship is financial or in-kind support from an individual or corporation for a specific program, event, park or facility for certain benefits.

4. Guiding Principles

Sponsorship will be used to create more awareness of Department programs so that other aspects of revenue generation efforts are enhanced through the marketing and promotional activities of the sponsors.

Sponsors should be judged on the value of the resources that each can provide for the City of Santa Barbara Parks and Recreation Department in fulfilling its overall mission. The City of Santa Barbara retains the right to reject any such sponsorship it deems will have a negative impact on the mission, image and values of the City of Santa Barbara.

In general, the following industries and products are not eligible for corporate partnerships with the City of Santa Barbara Parks and Recreation Department.

1. Police-regulated businesses
2. Companies whose business is substantially derived from the sale or manufacture of tobacco products.
3. Companies whose business is substantially derived from the sale or manufacture of alcoholic beverages.*

*The only exceptions to this policy are for the sponsorship of Department fundraising events where attendance is limited to adults and at designated special events where adults are the majority and company signage is very limited. The Department Director will determine the appropriateness of sponsorships from companies in this category.

5. Ethical Considerations

Sponsorships are an important way in which the City of Santa Barbara Parks and Recreation Department can obtain additional resources to support the pursuit of its

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mission. Sponsorships however may come with unintended consequences and, as such, all sponsorship offers need to receive careful consideration.

On occasion the Parks and Recreation Department may need to reject a sponsorship offer. Circumstances under which this may occur include by are not limited to:

- The potential sponsor seeks to secure a contract, permit or lease.
- The potential sponsor seeks to impose conditions that are inconsistent with the City of Santa Barbara Parks and Recreation Department's mission, values, policies and/or planning documents.
- Acceptance of a potential sponsorship would create a conflict of interest or policy.
- The potential sponsor is in litigation with the City of Santa Barbara.

6. Procedures for Implementation

6.1. Responsibility for Solicitation of Corporate Sponsors

All sponsorship activities will be coordinated by the Fund Development Manager under the direction of the Department Director. The Fund Development Manager will be responsible for:

- Development of strategic plans for Department sponsorships.
- Development of sponsorship solicitation materials.
- Working with Supervisors and Managers to determine sponsorship opportunities and package values.
- Tracking and reporting all sponsorships solicited and developed by the Department on a quarterly basis.
- Working with City Attorney to ensure the legal sufficiency of contractual obligations.
- Monitoring local and national trends in City and Parks and Recreation Sponsorship and make recommendations to the Department Director regarding the cost effectiveness and benefits of specific sponsorship opportunities.

6.2. Sponsorship Contact Database

The Fund Development Manager will maintain an updated list of all past and current sponsors, sponsored activities, and contacts related to sponsorship.

A central sponsorship database will:

- Limit duplicate solicitations of any one sponsor
- Allow management to make decisions based on most appropriate solicitations and levels of benefits offered.
- Maintain a current list of all Department supporters and contacts
- Insure appropriate and consistent recognition of sponsors
- Help provide leads for new sponsorships

If a potential sponsor is already listed, staff should not pursue a sponsorship without researching the sponsor's history with the most recently sponsored program. If

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more than one division wishes to pursue sponsorship by the same company, the Department Director shall make a decision based on several variables, including but not limited to:

- History of sponsorship, relationships, and types of sponsorships needed
- Amount of funding available
- Best use of funding based on Department priorities and needs.

6.3. Sponsorship Committee

A committee consisting of the Supervisors of each program and designated Department Managers shall meet quarterly or as needed to review the database, to review current sponsorship opportunities, identify new sponsorship opportunities and package values.

7. The Sponsorship Process

7.1. Public Access to Sponsorship Opportunities

The City of Santa Barbara Parks and Recreation Department will actively seek sponsors for programs, facilities, and services and provide interested sponsors with sponsorship program information.

Potential sponsors and the public shall have access to all sponsorship opportunities made available through the City of Santa Barbara Parks and Recreation Department.

Sponsorships are arranged primarily through two processes: a) self-initiated by the potential sponsor or b) initiated by the Department through direct solicitation or through a formal "RFS" (Request for Sponsors) process.

Should there be more interested sponsors than available sponsorships for a particular program or event, sponsorships will be awarded on a first come, first served basis.

Sponsorship opportunities will be available by request by to the City of Santa Barbara Parks and Recreation Department, via letter, telephone, email, or online at www.sbparksandrecreation.com.

After verbal agreement has been reached with a potential sponsor, a Sponsorship Agreement delineating the rights and responsibilities of each party much be drafted and signed by each party.

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7.2. The Sponsorship Agreement

All Sponsorship Agreements will include contractual language consistent with all applicable City policies and ordinances and good business practices. (See Attachment B) In general, Sponsorship Agreements should include:

- Contractual relationship
- Term
- Marketing rights and benefits
- Cash or in-kind services or goods provided
- Renewal rights
- Termination provisions
- Description of programs, projects or facilities being sponsored
- Joint use of logo terms

7.3. Responsibility and Authority

The Department Director or her designee is authorized to enter into corporate sponsorship agreements and determine the level of sponsorship offer.

It shall be the responsibility of the Department Director and her designee to plan, direct, review and make final recommendations on Department Sponsorship with the following exceptions. In the case that a Department sponsorship meets any of the criteria listed below, the Department Director or her designee must involve the Parks and Recreation Commission and City Council.

1. The sponsorship contains naming rights of a facility or park.
2. The sponsorship term is for five or more years
3. The sponsorship is a cash sponsorship of **\$50,000** or more in a single year and contains a category exclusivity clause which would not allow any competing companies of the prospective sponsor to participate in the sponsorship with the City of Santa Barbara Parks and Recreation Department.
4. The sponsorship contains exclusive business rights with the City of Santa Barbara Parks and Recreation Department.

7.4. Recognition of Sponsors

The following principals form the basis of the organization's recognition of sponsors:

- The City of Santa Barbara Parks and Recreation Department appreciates all sponsorships that enable it to further the Department mission.
- Preference will be given to providing a form of recognition that is not displayed within parks or facilities.
- Recognition of a sponsorship shall not suggest in any way the endorsement of a sponsor's goods or services by the City of Santa Barbara, or any proprietary interest of the sponsor in the Department.

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- Any signage which recognizes a sponsor shall meet all applicable regulations set in Chapter 22.70 Sign Regulations of the City of Santa Barbara Municipal Code and shall not detract from the park surroundings, any interpretive message and/or a park visitor's experience.
- All sponsorship agreements will be for a defined period of time having regard to the value of the sponsorship and the life of the asset being sponsored.
- Naming of events and/or facilities within a park or community building in recognition of a sponsor is permitted providing such names are subordinate to the name of the park, event or the community building.

7.5. Sponsorship Categories

Sponsorships are appropriate for four broad types of Department activities and places:

Event Sponsorship. Event sponsorship is financial or in-kind support for a department organized event on City property. An event includes a one-time occasion (e.g. a sports clinic, a dance, a teen leadership banquet or an egg hunt) and usually lasts less than a week. Sponsors may be recognized vis-à-vis anything relating to the event. Depending on the details of the agreement, the sponsor's name may be directly associated with the event (e.g. Primary sponsorship/ Title sponsorship), and the sponsor may have a variety of temporary advertising and marketing opportunities.

Project Sponsorship. Project sponsorship is financial or in-kind support of a specific department project which is usually a one-time effort. Results often include a product being developed for the department and for the public (e.g. department facility map, master plan for park, brochure, or capital project). For printed materials, sponsorship recognition would include the sponsor's name and logo attached directly to the product. Other marketing opportunities are also available.

Program Sponsorship. Program sponsorship is financial or in-kind support of a department led program for the public. A program includes a series of on-going activities (e.g. youth sports leagues, summer drop-in program, mobile recreation van, summer concert series) organized by the department. Recognition of the sponsor may continue throughout and even after the program's duration. Depending on the details of the agreement, a sponsor's name can be associated directly with the program as in the case of a Primary/Title Sponsor or a Presenting Sponsor. Other marketing opportunities and sponsorship levels are available and are specific to the program being sponsored.

Site/ Vehicle Sponsorship. Site and vehicle sponsorship is financial or in-kind operating support of a specific park, playground, community garden, sports field, facility, and/or department vehicle. Marketing opportunities and recognition of the sponsorship could include signage which will be negotiated in the agreement and whose format must adhere to the all applicable regulations set in Chapter 22.70 Sign

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Regulations of the City of Santa Barbara Municipal Code. Sponsor signage on vehicles and at sites would be limited to the sponsor's name and/or logo with the words "sponsored by".

This policy also impacts a number of associated co-sponsorships and license agreements:

Community sports teams. These sponsorship policies do not apply to sports teams and leagues that often solicit their own sponsorship and enter into private agreements. However, approval must be obtained from the Department for any public display within Parks and Recreation facilities of private sponsorships (e.g. banners, flags, signs), with the exception of team uniforms.

Associated friends' groups. A number of "friends" of the park or facility groups have formed to enhance and advocate for specific parks and facilities (e.g. Friends of Los Baños, Friends of Douglas Family Preserve). The level of management responsibility by the group for the specific park or facility is detailed in each individual agreement with the City. Such groups have the opportunity to implement their own sponsorship, gift and naming efforts. With respect to the City of Santa Barbara Parks and Recreation system, these individualized plans must meet Department and City policies and be approved by the Department Director.

Co-Sponsored groups, Groups with license agreements. These sponsorship policies do not apply to co-sponsored groups or groups that have license agreements with the City that often solicit their own sponsorship and enter into private agreements (e.g. Major League Softball, Santa Barbara Swim Club, Santa Barbara Tennis Patrons, Pony Baseball). However, approval must be obtained from the Department for any public display within Parks and Recreation facilities of private sponsorships (e.g. banners, flags, signs), with the exception of team uniforms.

7.6. Sample of Levels of Sponsorship Benefits

Each sponsorship is negotiated and tailored to the particular program, event, project and site and to the sponsor themselves. However, a hierarchy of benefits is associated with different levels of sponsorship, often providing more branding visibility and exclusivity with higher levels of support. Sponsorship elements must support the mission, image and values of the City of Santa Barbara Parks and Recreation Department. The following hierarchy illustrates the types of benefits that can be provided by the Parks and Recreation Department:

Lowest sponsorship level may include:

- Inclusion of logo on event sponsor banner
- Sponsorship recognition (without logo) in Department publications and website
- Sponsorship mention in media releases

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- Right to promote the partnership through corporate publications and marketing
- Recognition at event

Mid-level sponsorship level may include the above plus:

- Display of company banner(s) at event (# determined by sponsorship level)
- Corporate logo included in publications and website
- Additional Department benefits (i.e. program passes, use of park or recreation facility)
- Right to use City property for product sampling or information booth during event
- Acknowledgement during public announcements at sponsored event
- Recognition at Park and Recreation Commission meeting

High-level sponsorship may include the above plus:

- Reserved seating and/or complimentary admissions to sponsored event
- Link to corporate website from Department and program website
- On stage presence during event welcome speech
- Primary or presenting sponsor of an event
- Exclusivity of category for event or program
- Corporate visibility in public parks and facilities with approved signage

8. Determining Design Standards for Various Types of Recognition

8.1 Design and Location of Sponsor Signs

The recognition of a sponsor shall be permitted on a sign located in a park or sports field. The sign will be posted for the defined period of the sponsorship only. The format and location of the sign must adhere to the all applicable regulations set in Chapter 22.70 Sign Regulations of the City of Santa Barbara Municipal Code and be approved by the Sign Committee.

8.2 Design and Information Requirements for Department website

The Fund Development Manager in consultation with marketing staff shall determine the design and information to be posted on the Department's website as it relates to sponsorship recognition.

8.3 Permissible Recognition Messages

Sponsorship recognition messages may identify the sponsor but should not promote or endorse the organization or its products or services. Statements that advocate, contain price information or an indication of associated savings or value, request a

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response, or contain comparative or qualitative descriptions of products, services or organizations will not be accepted. Only the following content will be deemed appropriate:

- The legally recognized name of the corporate sponsor.
- The sponsor's organizational slogan if it identifies rather than promotes the organization or its products and services.
- Brief contact information for the sponsor's business, such as a phone number, address or internet website.
- Contact information must be stated in a manner that avoids an implication of urging the reader to action.
- The City of Santa Barbara Parks and Recreation Department will not make any statements that directly or indirectly advocate or endorses a sponsor's organization, products or services.
- The Department's Marketing staff must approve the use of the City of Santa Barbara Parks and Recreation Department's name, marks or logo by the sponsor in their own business publications or other print, video, internet, broadcast, or display items developed to promote or communicate the sponsorship. All use must be associated with the specific sponsorship.

9. Equitable Offerings

It is important that all sponsorships of equal levels across divisions of Parks and Recreation yield the same value of benefits for potential sponsors.

10. Renewal Rights and Process

When the City of Santa Barbara Parks and Recreation Department executes an agreement with any sponsor, the agreement will include a right of renewal term. Contracted sponsors receive the "first right of refusal" to renew as a sponsor of the same program or event at the same tier for additional year; however, the benefits and consideration of the sponsorship may be renegotiated as necessary. After a one-year renewal, the sponsorship may be made available to the public.

11. Terminating Sponsorships

The Parks and Recreation Department reserves the right to terminate any sponsorship should conditions arise during the life of that sponsorship that results in the sponsorship conflicting with this policy or the sponsorship is no longer in the best interests of the City of Santa Barbara. Decisions to terminate a sponsorship shall be made by the Department Director in consultation with the Fund Development Manager.

12. Monitoring the Reporting Sponsorship Performance

Fundamental to improving the management and performance of the City of Santa Barbara's Parks and Recreation's sponsorship activities is the need for an effective program of review and reporting. The following performance indicators have been

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established and will be reported upon bi-annually to the Park and Recreation Commission:

- Number of active sponsorships
- Dollar value of active sponsorships
- Number of proposals presented to potential sponsors
- Number of sponsorship proposals declined by potential sponsors

Attachments:

A: Donor Recognition Program

B: Sample Sponsorship Agreement- draft in review

C: Sample Sponsorship Benefits for Concerts in the Parks Event

Related Policies:

Municipal Code- Naming Policy- Naming of Public Facilities and Private Streets

Municipal Code- Sign Regulations

Temporary Sign Standards for Special Events in Parks and Beaches

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City of Santa Barbara Parks and Recreation Department Donor Recognition Program

The Parks and Recreation Department shall coordinate official acknowledgement of individual gifts and donations through a **six** level recognition program.

Gifts from \$1 to \$99-	A letter expressing thanks and appreciation to the donor.
Gifts from \$100 to \$249	Benefits above plus small gift valued at no more than \$6.
Gifts from \$250- \$999	A letter expressing thanks and appreciation to the donor plus small gift valued at no more than \$12.
Gifts from \$1,000 to \$2,499	Benefits above plus recognition certificate.
Gifts from \$2,500- \$4,999	Benefits above plus recognition at Park and Recreation Commission meeting
Gifts of \$5,000 and above	Benefits above plus recognition plaque valued at no more than \$75.

Recognition Ideas:

- Leather bookmarks, business card holders or luggage tags
- CD Case Calendars with pictures of Parks and Recreation programs, parks and special events.
- Pedometer with Parks and Recreation logo
- Parks and Recreation Reusable Shopping Bag with logo
- 100 Years in City Parks books

Concerts in the Parks 2010 Sponsorship Opportunities and Benefits

Attachment C

Sponsor Benefits	Presenting Sponsor	Concert Sponsor	Series Sponsor
Company banners displayed	Three for entire season	Two during sponsored show, logo and company name on sponsor banner	Logo and company name on sponsor banner
Reserved seating area	Reserved seating for up to 15 people during all concerts	Reserved seating for up to 10 people during sponsored concert	No
Onstage presence during nightly welcome speech as desired	Every Concert of Series	On night of sponsored concert	None
Acknowledgement of company during nightly welcome speech	Every Concert of Series	On night of sponsored concert	Opening and closing concerts
Recognition in all Concerts in the Parks materials	Yes	Yes	No
Recognition at annual Thank You event	Yes	Yes	Yes
Recognition at televised Park and Recreation Commission Meeting	Yes, with opportunity to address the Commission	Yes	Yes
Acknowledgement of company on Parks and Recreation Department website	Yes, with link to your website	Yes, with logo only	No
Acknowledgement of company on Concerts in the Parks webpage	Yes	Yes	Yes
Acknowledgement of company on Concerts in the Parks Facebook Fan Site	Yes	Yes	No
Use of picnic area at Chase Palm Park during one night	Yes, or Casa Las Palmas facility on site.	Yes	No
Recognition in news releases relating to sponsored show	All concerts	Sponsored concert	No
On-site sampling/ booth opportunity	All concerts	On night of sponsored concert	No
Sponsorship Cost (per year)	\$15,000	\$5,000	\$1,000